

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em;">WRAL-TV, Raleigh</span>	<b>Date:</b> <span style="font-size: 1.2em;">9/4/12</span>
---	---

I, Sarah Levene  
do hereby request station time concerning the following issue:

DCCC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<span style="font-size: 3em;">AS ORDERED</span>					

**Total Charges:** \$ 47,000.9 | \$ 39,950 N

This broadcast time will be used by: Democratic Congressional Campaign Committee

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Anti - David Rouzer 11/6/12 General Election  
He is Running for the U.S. House -> NC District 7

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Democratic Congressional Campaign Committee  
430 South Capitol St.  
Washington, DC 20003

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Kristie Mark, Chief Operating Officer

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

### TO BE SIGNED BY ISSUE ADVERTISER

4/18/11

Date

*[Signature]*

Signature

202 338 8700

Contact Phone Number

### TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

*[Signature]*

Signature

Dave Lyles

Printed Name

Sales Manager

Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

# CONTRACT

<b>Contract / Revision</b> 117179 /		<b>Alt Order #</b> 06299792
<b>Product</b> DCCC 9/4		
<b>Contract Dates</b> 09/04/12 - 09/10/12		<b>Estimate #</b> 1574
<b>Advertiser</b> Democratic Congressional Campaign Comm		<b>Original Date / Revision</b> 08/28/12 / 08/29/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WRAL	<b>Account Executive</b> Cheryl Blair	<b>Sales Office</b> Washington Tel
<b>Special Handling</b> CIA - Mark PAID		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 11	<b>Product Code</b> 14
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Great American Media**  
**1010 Wisconsin Ave NW - Ste 800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	09/04/12	09/07/12	David Letterman	1135p-1237a		:30			NM	3	\$1,800.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-TWT---				3	\$600.00			
N 2	WRAL	09/04/12	09/07/12	Price is Right	11a-12p		:30			NM	2	\$1,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-TWTF--				2	\$500.00			
N 3	WRAL	09/04/12	09/07/12	Late Late Show	1237a-137a		:30			NM	2	\$450.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-TWTF--				2	\$225.00			
N 4	WRAL	09/04/12	09/07/12	Noon News	12p-1p		:30			NM	2	\$1,400.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-TWT---				2	\$700.00			
N 5	WRAL	09/04/12	09/07/12	Young and the Restless	4-5p		:30			NM	2	\$2,600.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-TWT---				2	\$1,300.00			
N 6	WRAL	09/04/12	09/07/12	WRAL 5:30AM News	530-6a		:30			NM	2	\$2,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-TWTF--				2	\$1,000.00			
D 7	WRAL	09/04/12	09/07/12	5:30 News	530-6p		:30			NM	0	\$0.00
		ISSUE CLASS OF TIME										
D 8	WRAL	09/04/12	09/07/12	6pm News (M-F)	6-630p		:30			NM	0	\$0.00
		ISSUE CLASS OF TIME										
N 9	WRAL	09/04/12	09/07/12	WRAL AM News	6-7a		:30			NM	3	\$4,800.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-TWTF--				3	\$1,600.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

Contract / Revision	Alt Order #
117179 /	06299792

Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	DCCC 9/4	1574

Advertiser	Original Date / Revision
Democratic Congressional	08/28/12 / 08/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	WRAL	09/04/12	09/07/12	Inside Edition	7-730P		:30			NM	3	\$4,500.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				3	\$1,500.00			
N 11	WRAL	09/04/12	09/07/12	CBS This Morning	7am - 9am		:30			NM	3	\$2,550.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				3	\$850.00			
N 12	WRAL	09/04/12	09/07/12	Entertainment Tonight	730-8P		:30			NM	2	\$3,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				2	\$1,500.00			
N 13	WRAL	09/04/12	09/07/12	Dr. Phil	9-10a		:30			NM	2	\$1,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				2	\$500.00			
N 14	WRAL	09/09/12	09/09/12	NFL Football (Early)	1p - 4:15p		:30			NM	1	\$4,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----1				1	\$4,000.00			
N 15	WRAL	09/09/12	09/09/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$900.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----1				1	\$900.00			
D 16	WRAL	09/04/12	09/09/12	Late News	11-1135p		:30			NM	0	\$0.00
		ISSUE CLASS OF TIME										
N 17	WRAL	09/04/12	09/07/12	5:30 News	530-6p		:30			NM	3	\$9,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				3	\$3,000.00			
N 18	WRAL	09/04/12	09/07/12	6pm News (M-F)	6-630p		:30			NM	1	\$4,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTF--				1	\$4,000.00			
N 19	WRAL	09/04/12	09/09/12	Late News	11-1135p		:30			NM	1	\$4,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TWTFSS				1	\$4,000.00			
<b>Totals</b>											<b>33</b>	<b>\$47,000.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/09/12	33	\$47,000.00	\$39,950.00
<b>Totals</b>	<b>33</b>	<b>\$47,000.00</b>	<b>\$39,950.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.